

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## ONLINE MARKETING ACTIVITY

Go onto four websites that you most often visit at school or at home (**they must be school appropriate!**) and pay special attention to their advertisements. You are allowed to go onto your Facebook page.

Pay special attention to the different advertisements on the pages and fill in the chart below. This should be completed before the end of class. If it is not, you are required to complete it for homework.

If you don't have favourite websites then try checking out:

Oprah.com    Seventeen.com    tmz.com    thestar.com    rottentomatoes.com

Website name	How many advertisements are on the website?	Who is the target audience? How do you know?	What direct and indirect messages are prominent on the advertisement?